



February 2014

Dear Conference Participant:

This year we will celebrate the Governor's Conference on Housing and Economic Development in Atlantic City on September 22 and 23, 2014.

[We invite you to join us as a corporate sponsor, with the opportunity for increased name recognition:](#)

- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Display of your COMPANY'S LOGO in the Trade Show
- Color DISPLAY AD in our conference program book
- Complimentary CONFERENCE TICKETS
- Distribution of COMPANY LITERATURE/PROMOTIONAL ITEMS
- And so much more!

Each year the Conference attracts an increasing number of public and private sector housing development professionals. Please take a moment to review the enclosed sponsorship opportunities and contact Stacy Spera at 609-292-9801 or Cynthia Ruggirello at 609-278-7411 to confirm sponsorship availability. Sponsorships are limited so apply early. All logos and ads must be submitted by August 11, 2014.

Your support will ensure the success of our conference while providing you with increased visibility before our audience of housing development professionals.

Sincerely,

The JAHMA Foundation 



SPONSORSHIP BENEFITS

Must receive commitment, logo and ad for all sponsorships by August 11, 2014.

LEVEL 1 SPONSORSHIP

Premier Sponsor: \$25,000 (Limited to 2)

- Display of company LOGO at VIP Reception
- Display of company LOGO & conference logo on conference padfolio
- Full-page, back cover or inside back cover color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW DOUBLE BOOTH in Sponsor's Row (\$1,100 value)
- Sponsor of Tuesday morning's breakfast
- Ten conference TICKETS (\$1,990 value)
- Ten TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 2 SPONSORSHIP

Gold Keynote Luncheon Sponsor: \$15,000 (Limited to 5)

- Display of company LOGO & conference logo on t-shirts/umbrella/recycled natural jotter/lunch bag
- Full-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Eight conference TICKETS (\$1,592 value)
- Eight TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 3 SPONSORSHIP

Silver Sponsor (Hospitality): \$10,000 (Limited to 5)

- Display of company LOGO on all signage at beverage stations located throughout Convention Center
- Full-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Sponsor of Wednesday morning's continental breakfast in Trade Show area
- Seven conference TICKETS (\$1,393 value)
- Seven TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials



SPONSORSHIP BENEFITS

Must receive commitment, logo and ad for all sponsorships by August 11, 2014.

LEVEL 4 SPONSORSHIP

Smoothie Sponsor: \$7,500 (Limited to 2)

- Display of company LOGO on all signage
- Half-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Six conference TICKETS (\$1,194 value)
- Six TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

Lanyard Name Badge Holder Sponsor: \$7,500 (Limited to 1)

- LOGO on conference lanyard badge holder
- Half-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Six conference TICKETS (\$1,194 value)
- Six TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 5 SPONSORSHIP

Networking Reception Sponsor: \$5,000

- Display of company LOGO at Tuesday's Networking Reception with the Vendors
- Half-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 5 SPONSORSHIP (CONTINUED)

VIP Reception Sponsor: \$5,000

- Display of company LOGO at Sunday's VIP Reception
- Half-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 6 SPONSORSHIP

Dessert Reception: \$3,500

- Display of company LOGO at Tuesday's dessert extravaganza
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

Podcast Sponsor: \$3,500 (Limited to 2)

- Display of company LOGO on signage at session taped for Podcast
- Display of company LOGO on Conference Website advertising the Podcast
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials



SPONSORSHIP BENEFITS

Must receive commitment, logo and ad for all sponsorships by August 11, 2014.

LEVEL 7 SPONSORSHIP

Photo Booth Sponsor: \$3,000 (Limited to 2)

- Sponsorship of Photo Booth in the Trade Show and at Tuesday's Networking Reception with the Vendors, as well as signage in the Photo Booth area
- Display of company LOGO on signage
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 8 SPONSORSHIP

Internet Café Sponsor: \$2,500

- Sponsorship of The Internet Café at the Trade Show with signage in the Internet Café Area
- Display of company LOGO on signage
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 8 SPONSORSHIP (CONTINUED)

Bus Tour Sponsor: \$2,500 (Limited to 2)

- Sponsorship of the Bus Tour
- Display of company LOGO on signage
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 9 SPONSORSHIP

General Sponsor: \$2,000

- Display of company LOGO on signage
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$550 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception Sunday
- Distribution of COMPANY LITERATURE with conference materials



SPONSOR REGISTRATION FORM

Must receive commitment, logo and ad for all sponsorships by August 11, 2014.

Organization: _____

Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

PLEASE INDICATE SPONSORSHIP LEVEL:

☐ **Premier: \$25,000**

(Includes Full Page Ad on Back or Inside Cover of Program Book)

☐ **Gold Keynote Luncheon: \$15,000**

(Includes Full Page Ad in Program Book)

☐ **Silver (Hospitality): \$10,000**

(Includes Full Page Ad in Program Book)

☐ **Smoothie: \$7,500**

(Includes Half Page Ad in Program Book)

☐ **Lanyard: \$7,500**

(Includes Half Page Ad in Program Book)

☐ **Networking Reception: \$5,000**

(Includes Half Page Ad in Program Book)

☐ **VIP Reception: \$5,000**

(Includes Half Page Ad in Program Book)

☐ **Dessert Reception: \$3,500**

(Includes Quarter Page Ad in Program Book)

☐ **Podcast: \$3,500**

(Includes Quarter Page Ad in Program Book)

☐ **Photo Booth: \$3,000**

(Includes Quarter Page Ad in Program Book)

☐ **Internet Café: \$2,500**

(Includes Quarter Page Ad in Program Book)

☐ **Bus Tour: \$2,500**

(Includes Quarter Page Ad in Program Book)

☐ **General: \$2,000**

(Includes Quarter Page Ad in Program Book)

See the Program Book Ad/Logo Specifications Sheet for ad size and file type requirements

AMOUNT ENCLOSED: \$ _____

As a Sponsor you will be entitled to a booth on the Trade Show floor. Will you be using your booth? ☐ Yes ☐ No

ATTENDEES (Please type or print name and title of individuals attending):

Name:	Title:	Attending Reception 9/22/14	Attending Luncheon
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>

TO BE A SPONSOR OF THE 2014 GOVERNOR'S CONFERENCE ON HOUSING AND ECONOMIC DEVELOPMENT, PLEASE CONTACT:

Stacy Spera at 609-292-9801 email: sspera@dca.state.nj.us or Cynthia Ruggirello at 609-278-7411

MAKE CHECKS PAYABLE TO GOVERNOR'S CONFERENCE ON HOUSING AND ECONOMIC DEVELOPMENT AND RETURN TO:

NJ Governor's Conference on Housing and Economic Development • P.O. Box 18550 • Trenton, NJ 08650-2085



PROGRAM BOOK AD/LOGO SPECIFICATIONS

The Program Book will print in 4-color process / Full Color

AD SIZES - (NOTE: THESE CHANGE EACH YEAR)

- Full-page: 6.75" wide X 9.5" high
- Half-page: 6.75" wide X 4.5" high
- Quarter-page: 3.125" wide X 4.5" high

**all ads that appear on the cover should be supplied in 4-color process (full color) and should include a bleed area of .25"*

FILE FORMATS

All files should be high-resolution and should be no less than 300 DPI (Dots Per Inch).
If ad is to print in color, files should be saved in a CMYK format.

ACCEPTABLE FILE FORMATS

- High-Resolution PDF File (.pdf)
- High-Resolution JPEG or TIFF files (.jpeg or .tif)
- All logos should be made available in an Adobe Illustrator EPS file format (.eps or .ai). Please convert fonts to outlines.
This will allow your logo to print very clearly.

MAILING INFORMATION

Ads may be emailed or mailed to the HMFA, Attention: Joseph Kuzemka

- Email: jkuzemka@njhmfa.state.nj.us
- Mail: P.O. Box 18550, Trenton, New Jersey 08650
- UPS or FedEx: 637 South Clinton Avenue, Trenton, New Jersey 08611

QUESTIONS?

For any questions regarding ad specifications or logos, please contact Joseph Kuzemka at 609.278.7515 or via email at jkuzemka@njhmfa.state.nj.us

PAYMENT

Please remit your sponsorship fee by August 11, 2014 to: Governor's Housing Conference Attn: Cynthia Ruggirello.

Please make checks out to Governor's Conference on Housing and Economic Development.

- Mail: P.O. Box 18550, Trenton, New Jersey 08650
- UPS or FedEx: 637 South Clinton Avenue, Trenton, New Jersey 08611



SPONSOR CHECKLIST

Please review the following options carefully and contact Stacy Spera or Cynthia Ruggirello with your specific needs.
Stacy Spera: (609) 292-9801, email: sspera@dca.state.nj.us; Cynthia Ruggirello: (609) 278-7411

**** Completed Checklist & Application for Space must be received via fax, mail, or email no later than August 11, 2014 ****

Sponsorship Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

TRADE SHOW BOOTH IN SPONSOR ROW

_____ YES! My company would like to have a FREE trade show booth in Sponsor's Row.
Please complete and return the enclosed application for space.

**Please note: you will still be responsible for electric hook-up fees.*

_____ NO – my company will not be utilizing a booth in the trade show.

COMPLIMENTARY CONFERENCE TICKETS

On the enclosed application for space please list the names of who will be attending the conference on behalf of your company. The number of complimentary tickets is listed in the sponsorship opportunity on the sponsorship benefits sheet.

COMPLIMENTARY VIP RECEPTION TICKETS (if applicable)

Please also submit a list of who will be attending the VIP Reception on Sunday evening, September 21, 2014, if different than the conference ticket list above. Check sponsorship opportunity to verify if your sponsorship includes VIP Reception Tickets.

DISTRIBUTION OF COMPANY LITERATURE/PROMOTIONAL ITEMS

_____ YES! I would like to distribute literature or giveaway items with conference materials.
I will send 1,500 sets of these items to the HMFA by September 5, 2014 (see shipping info below).

_____ NO – I will not be sending promotional items to be distributed with conference materials.

COMPANY BANNER

_____ YES! I would like to have my company's banner displayed at the Trade Show.
I will send my banner to the HMFA by September 5, 2014 (see shipping info below).

_____ NO – I prefer not to have my company's banner displayed at the Trade Show.

SHIPPING INFORMATION

Standard Mail: P.O. Box 18550, Trenton, NJ 08650-2085
UPS and FedEx: 637 South Clinton Avenue, Trenton, NJ 08611